



Intel® Celeron® D Processor

Trademark and Logo Usage Guidelines



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Introduction

Overview

The Intel® Celeron® D processor is designed for value desktop PC systems. It delivers a balanced level of proven technology and exceptional value along with the quality and reliability that PC purchasers expect from Intel. The Intel Celeron D brand should only be used in promotion of PC systems based on the Intel Celeron D processor. Other PC systems should use the appropriate Intel Celeron brand.

Branding

The key to the success of the Intel Celeron D brand is proper and consistent use of its brand identity. This identity, used in text and represented by design elements, is the extension of the brand in all communications. By adhering to these guidelines you will help ensure that we consistently meet our brand promise to deliver innovation, intelligence, reliability, and leading-edge technology. Consistent brand expression based on these guidelines will build recognition, trust, and the strength of both the Intel brand family and the Intel corporate brand, fortifying Intel's brand and technology leadership positions.

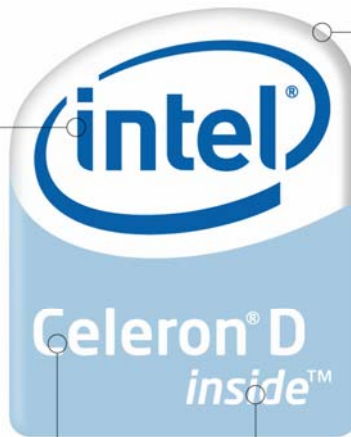
Strategic Design

Intel® Logo

The refreshed masterbrand logo signals a next generation era for Intel. This is achieved through a dynamic, modernized logo that also builds on the equities of the Intel Inside® logo “swirl” and the heritage Intel Blue color. The result is a modern, forward-moving logo that clearly represents the driven, catalytic, and fascinating attributes of the company.

Intel® Celeron® D Name

The processor name reverses to white out of the specific blue of the Celeron® D processor. The Celeron D processor Blue, Pantone® 283, provides an effective contrast and strong prominence for the white text.



Badge Shape

A distinctive shape has been developed for Intel platform and processor badges. It follows the trajectory of the masterbrand logo and affords a humanistic, ownable silhouette to the Intel brand among its competitors.

“inside” Attribution

“inside” has been added to the lower right corner of the badge to complete the read-through from “Intel” to “Celeron D” to “inside.” It appears reversed to white from the Celeron D processor Blue to facilitate a smooth read-through.

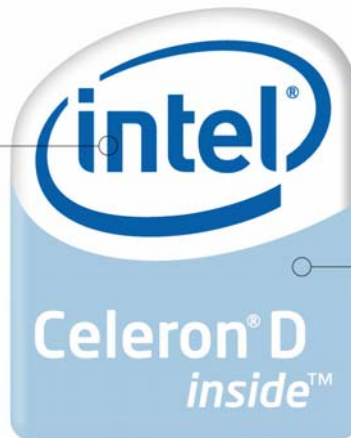
Color Palette

The Intel® Celeron® D processor will be promoted only in the supporting company of the Intel® brand. The simple color palette reinforces the basic PC positioning message.

Use these colors as indicated here to consistently and powerfully express the brand's identity.

Intel Blue represents the inherent intelligence, precision, and technological leadership consistent with the Intel brand personality.

Intel Blue = special match
CMYK = 100, 40, 0, 0
RGB = 8, 96, 168



The following color is utilized to effectively differentiate the Intel Celeron brand from other processor brands.

Pantone 283
CMYK = 35, 9, 0, 0
RGB = 166, 202, 225

- To achieve consistent Intel Blue in print, please refer to the Intel Blue color swatches.
- Pantone is Pantone Inc.'s check-standard trademark for color standards and color-related products and services.

Sizing

To maintain the legibility of the Intel® Celeron® D logo, minimum size requirements have been set for logo reproduction in various applications.



.5" (1.27 cm)
wide for print

Print Minimum Size

For most print applications, the minimum size is .5" (1.27 cm) wide.



62 pixels
wide for online

Online Minimum Size

A 62-pixel wide version is available for use in online applications.

Backgrounds

Whenever possible, place the Intel® Celeron® D logo on a clean, clear, solid background. Note, when the logo is used on a colored photographic or patterned background, there must be significant contrast.



Place the logo on a white or a solid background of good contrast whenever possible.



Place the logo on a patterned background only when there is significant contrast.

Clear Space

To reinforce communication goals and maintain the strength of the Intel Celeron D logo, set the logo apart from surrounding design elements by maintaining a constant clear space around it. In all applications of the Intel Celeron D logo, the clear space surrounding the logo is equal to the height of one "n" in "Intel."



The area surrounding the Intel Celeron D logo should be even and free from typography, illustration, or other graphic elements whenever possible.

Incorrect Usage

The following are examples of incorrect expressions of the Intel® Celeron® D logo. Do not use these or other treatments that weaken the consistency of the brand identity.

Do not redraw or modify the logo in any way. Leave existing trademark symbols intact. Use artwork exactly as provided.



Reproduction Specifications

The Intel® Celeron® D logo print files have been created in vector format using Adobe® Illustrator® 8. The print files are exported EPS files. You can use them as placed graphics in most page layout and illustration software. In order to maintain a consistent impression of the logo, certain aspects of it have been optimized at each size. Therefore:

- Scale each logo file up to the next largest size only.
- For logos needing to be larger than 7.5" wide, use the 7.5" wide version and scale up. When the logo is scaled to a very large size, manipulation may be required so that the trademark symbol does not appear disproportionately large.

* Other names and brands may be claimed as the property of others.

Artwork Formats

Print: Process Color

Format: EPS
Colors: C, M, Y, K
Available sizes: 7.5", 1.25", .75", .5" widths

Print: Grayscale

Format: EPS
Colors: K
Available sizes: 7.5", 1.25", .75", .5" widths

Print: Spot Color

Format: EPS
Colors: Intel Blue, PMS 221, K
Available sizes: 7.5", 1.25", .75", .5" widths

Print: Process with Spot Color

Format: EPS
Colors: Intel Blue, C, M, Y, K
Available sizes: 7.5", 1.25", .75", .5" widths

Web: RGB

Format: GIF
Colors: R, G, B
Available sizes: 120, 90 pixels heights;
62 pixels width; 60 pixels height for web
banner ad only

Rich Media: RGB

Format: EPS
Colors: R, G, B
Available size: 1" height

Presentation: RGB

Format: PNG
Colors: R, G, B
Available sizes: 150, 62 pixels widths

Trademark Usage

Proper acknowledgement of Intel's trademarks is required. Whenever the logo and/or brand mention appear, the following footnote must also appear:

Intel, the Intel logo, Celeron, and Celeron Inside are trademarks or registered trademarks of Intel Corporation or its subsidiaries in the United States and other countries.

Proper trademark usage rules include:

- As with all other trademarks, the Intel® Celeron® D trademark should be used as an adjective and not as a noun. This means that an appropriate and approved noun must accompany the Intel Celeron D trademark (e.g., Intel® Celeron® D processor). The approved nouns for the Intel Celeron D trademark are brand, logo, mark, name, processor(s), and trademark.
- The appropriate use of the trademark symbols with this trademark is as follows: Intel® Celeron® D trademark. **Do not use any trademark symbol after the "D."**
- Use the trademark symbol in the first appearance of the trademark in a headline, and/or the first prominent use and first appearance in the body of text.
- Include Intel® before the Celeron® D trademark (e.g., Intel® Celeron® D processor).
- Never hyphenate or abbreviate the Intel® Celeron® D trademark.
- Never incorporate the Intel® Celeron® D trademark or any part of the trademark into a third party's company name, product brand name, or model number.
- For products with an assigned processor number, the processor number replaces speed (GHz) in the brand text mention and must follow the processor brand name (e.g., Intel® Celeron® D processor 3xx).
- For products that do not have assigned processor numbers, speeds should be represented in "dollars and cents" such as 2.20 GHz, 2 GHz, 1.13 GHz. The speed must be listed at the end of the entire brand name (including platform dependent brand extensions) when frequency is mentioned (e.g., Intel® Celeron® D processor 2.40 GHz).

Trademark Usage

Examples of Intel® Celeron® D Processor Use:

CORRECT USAGE	INCORRECT USAGE
Intel® Celeron® D processor	Celeron
Intel® Celeron® D processors	Celerons
Intel® Celeron® D processor 3xx	Intel® Celeron® D processor 2.80 GHz
Intel® Celeron® D processor 3xx	Intel® 3xx Celeron® D
ABC system with an Intel® Celeron® D processor	ABC Celeron system
Intel® Celeron® D processor power!	Celeron Power!
Motherboard with an Intel® Celeron® D processor	Celeron motherboard
Computer containing an Intel® Celeron® D processor	Celeron computer
System with an Intel® Celeron® D processor	Celeron system
Value processors	Celeron-class

Thank You

Proper and consistent use of the Intel® Celeron® D logo by everyone involved in the development of communications, advertising, and marketing materials is essential to our brand's success. Thank you for your contribution to this effort.

For further information, contact: Corporate Brand Identity.

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